

ESTTA Tracking number: **ESTTA454890**

Filing date: **02/06/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	University Athletic Association
Granted to Date of previous extension	02/05/2012
Address	PO Box 14485 Gainesville, FL 14485 UNITED STATES

Attorney information	Alicia Grahn Jones KILPATRICK TOWNSEND & STOCKTON LLP 1100 Peachtree Street, Suite 2800 Atlanta, GA 30309 UNITED STATES tmadmin@kilpatrickstockton.com, aljones@kilpatricktownsend.com, rchou@kilpatricktownsend.com, hhenderson@kilpatricktownsend.com Phone:404-815-6500
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Applicant Information

Application No	85275931	Publication date	08/09/2011
Opposition Filing Date	02/06/2012	Opposition Period Ends	02/05/2012
Applicant	Lawrence J Navarro Suite 377 8362 Pines Blvd Pembroke Pines, FL 33024 UNITED STATES		

Goods/Services Affected by Opposition

Class 025. All goods and services in the class are opposed, namely: Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms

Applicant Information

Application No	85277518	Publication date	08/09/2011
Opposition Filing Date	02/06/2012	Opposition Period Ends	
Applicant	Lawrence J Navarro Suite 377 8362 Pines Blvd Pembroke Pines, FL 33024 UNITED STATES		

Goods/Services Affected by Opposition

Class 041.

All goods and services in the class are opposed, namely: Encouraging amateur sports and physical education by organizing, sanctioning, conducting, regulating and governing amateur athletic programs and activities

Grounds for Opposition


Deceptiveness	Trademark Act section 2(a)
False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)


Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1222098	Application Date	08/06/1980
Registration Date	12/28/1982	Foreign Priority Date	NONE
Word Mark	GATORS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1955/00/00 First Use In Commerce: 1955/00/00 Entertainment Services-Namely, Conducting Intercollegiate Athletic Events for Others Class 042. First use: First Use: 1955/00/00 First Use In Commerce: 1955/00/00 Retail Store Stores, Distributorship Services and Mail Order Sales Services, in the Field of Wearing Apparel and Accessories, Novelty Items and Jewelry		


U.S. Registration No.	2206967	Application Date	09/09/1997
Registration Date	12/01/1998	Foreign Priority Date	NONE
Word Mark	GATORS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1955/00/00 First Use In Commerce: 1955/00/00 clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats		


U.S. Registration No.	2205439	Application Date	09/09/1997
Registration Date	11/24/1998	Foreign Priority Date	NONE
Word Mark	GATORS		


Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1979/00/00 First Use In Commerce: 1979/00/00 clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats Class 041. First use: First Use: 1981/00/00 First Use In Commerce: 1981/00/00 [entertainment services, namely, arranging and conducting athletic events, tournaments and exhibitions]


U.S. Registration No.	1970217	Application Date	07/20/1995
Registration Date	04/23/1996	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark sought to be registered comprises the mark DESIGN OF ALLIGATOR consisting of a fanciful depiction of an alligator head with an aggressive appearance protruding from an encircling oblong.		
Goods/Services	Class 041. First use: First Use: 1994/11/00 First Use In Commerce: 1994/11/00 entertainment services, namely conducting intercollegiate athletic events		

U.S. Registration No.	1975079	Application Date	07/20/1995
Registration Date	05/21/1996	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark sought to be registered comprises the mark DESIGN OF ALLIGATOR consisting of a fanciful depiction of an alligator head with an aggressive appearance protruding from an encircling oblong.
Goods/Services	Class 025. First use: First Use: 1995/01/01 First Use In Commerce: 1995/01/01 wearing apparel, namely tee-shirts, hats and shorts

U.S. Registration No.	3352139	Application Date	02/24/2006
Registration Date	12/11/2007	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 014. First use: First Use: 1995/01/01 First Use In Commerce: 1995/01/01 lapel pins, watches, precious metal money clips, pendants, earrings, tie tacks, rings, bracelets, bracelet charms, precious metal key chains</p> <p>Class 016. First use: First Use: 1995/01/01 First Use In Commerce: 1995/01/01 notebooks, paper tablecloths, paper gift bags, temporary tattoos, gift wrap paper, calendars, memo pads, pencils, pens, greeting cards, address labels, stationery, printed party invitations, photo albums, self-stick notes, namely, adhesive notepads, tissue paper for wrapping presents</p> <p>Class 021. First use: First Use: 1995/01/01 First Use In Commerce: 1995/01/01 bowls, ceramic mugs, travel mugs, plastic mugs, pilsner drinking glasses, drinking stems, candy jars, glass storage jars, paper plates, plastic cups, paper cups, bottle openers, crystal decanters, drinking glasses</p> <p>Class 028. First use: First Use: 1995/01/01 First Use In Commerce: 1995/01/01 paper streamers, namely, party streamers made of paper, basketballs, footballs, golf balls, divot repair tools, volleyballs, baseballs, soccer balls, basketball hoop backboards, stuffed toy animals, checker games, dart games, playing cards, puzzles, snow globes, Christmas tree ornaments</p>		

U.S. Registration No.	1228944	Application Date	07/11/1980
Registration Date	03/01/1983	Foreign Priority Date	NONE
Word Mark	F		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1980/01/00 First Use In Commerce: 1980/01/00 Apparel-Namely, Shirts, Sweaters, Belts and Caps		

U.S. Registration No.	2208807	Application Date	10/06/1997
Registration Date	12/08/1998	Foreign Priority Date	NONE
Word Mark	F		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1995/00/00 First Use In Commerce: 1995/00/00 clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats		


U.S. Registration No.	2349246	Application Date	09/09/1997
Registration Date	05/16/2000	Foreign Priority Date	NONE
Word Mark	FLORIDA GATORS		

Design Mark	FLORIDA GATORS
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1980/00/00 First Use In Commerce: 1980/00/00 clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats Class 041. First use: First Use: 1977/00/00 First Use In Commerce: 1977/00/00 entertainment services, namely, arranging and conducting athletic events, tournaments and exhibitions

U.S. Registration No.	1225119	Application Date	07/11/1980
Registration Date	01/25/1983	Foreign Priority Date	NONE
Word Mark	FIGHTING GATORS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1955/00/00 First Use In Commerce: 1955/00/00 Apparel-Namely, Shirts, Bibs, Socks and Caps		

U.S. Registration No.	3232732	Application Date	11/30/2005
Registration Date	04/24/2007	Foreign Priority Date	NONE
Word Mark	GATOR VISION		
Design Mark	GATOR VISION		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1998/08/00 First Use In Commerce: 1998/08/00 Clothing, namely, shirts Class 041. First use: First Use: 1998/08/00 First Use In Commerce: 1998/08/00 entertainment services, namely providing sporting events over the internet		

U.S. Registration No.	3812440	Application Date	03/21/2007
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Registration Date	07/06/2010	Foreign Priority Date	NONE
Word Mark	GATORSDVD		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2006/01/00 First Use In Commerce: 2006/01/00 On-line retail stores services in the field of DVDs concerning the University of Florida		

Attachments	75353943#TMSN.gif (1 page)(bytes) 74703704#TMSN.gif (1 page)(bytes) 74703705#TMSN.gif (1 page)(bytes) 78822582#TMSN.jpeg (1 page)(bytes) 73269856#TMSN.gif (1 page)(bytes) 75368273#TMSN.gif (1 page)(bytes) 75354125#TMSN.gif (1 page)(bytes) 78763863#TMSN.jpeg (1 page)(bytes) 77136660#TMSN.jpeg (1 page)(bytes) Consolidated Notice of Opposition - TM - GIT GATOR BIT.pdf (64 pages) (571157 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Alicia Grahm Jones/
Name	Alicia Grahm Jones
Date	02/06/2012

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

UNIVERSITY ATHLETIC)	Consolidated Opposition _____
ASSOCIATION, INC. ON BEHALF OF)	
THE UNIVERSITY OF FLORIDA,)	
)	
Opposer,)	In the matter of Application
)	Serial Nos. 85/275,931 and 85/277,518
)	for the mark GIT GATOR BIT
v.)	
)	
LAWRENCE J. NAVARRO,)	
)	
Applicant.)	
)	

CONSOLIDATED NOTICE OF OPPOSITION

Opposer University Athletic Association, Inc. on behalf of The University of Florida (“Opposer” or the “UAA”), believes it will be damaged by the registration of the mark GIT GATOR BIT (“Applicant’s Mark”), which is the subject of Application Serial Nos. 85/275,931 and 85/277,518, and opposes the same pursuant to 15 U.S.C. § 1063 and C.F.R. §§ 2.101, 2.104(a). The grounds for this consolidated opposition are as follows:

1. On March 24, 2011, Applicant Lawrence J. Navarro (“Applicant”) filed an intent-to-use application to register the mark GIT GATOR BIT (Serial Nos. 85/275,931) for use in connection with “Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms” in International Class 25 (the “931 Application”).

2. On March 25, 2011, Applicant filed a second intent-to-use application to register the mark GIT GATOR BIT (Serial No. 85/277,518) for use in connection with “Encouraging amateur sports and physical education by organizing, sanctioning, conducting, regulating and governing amateur athletic programs and activities” in International Class 41 (the “518 Application”).

3. The 931 Application and the 518 Application were first published for opposition in the *Official Gazette* dated August 9, 2011. UAA timely filed extensions of time to oppose these applications and thus is allowed until February 6, 2012 to file this Consolidated Notice of Opposition.

4. UAA is a Florida non-profit corporation with an address of P.O. Box 14485, Gainesville, Florida 32604. UAA acts on behalf of the University of Florida (the “University”), its athletic department, and its athletic teams and organizations.

5. The University of Florida is one of the largest universities in the United States with 50,116 students enrolled in the fall of 2010. The University is home to 16 colleges and offers more than 100 undergraduate and graduate programs.

6. The University’s athletic teams are known as the “GATORS,” and the University’s mascot is an alligator. The University’s athletic program is one of the best and most well-known in the nation. The University’s football team has won three National Championships (1996, 2006, 2008) and eight SEC titles. The University’s men’s basketball team won the Division I Men’s Basketball National Championship two years in a row in 2006 and 2007, and the Southeastern Conference (“SEC”) titles for three consecutive years, 2005-2007. The University is the first to win both the Division I men’s basketball title and the football title in the same year. As a result of the University’s athletic successes, the University’s athletic teams and the University’s football stadium have been extensively featured on television broadcasts and in print and online media nationwide for decades.

7. Since at least as early as 1955, UAA and its predecessors have used the GATORS mark in connection with a broad range of goods and services. UAA has used its GATORS mark continuously since the date of first use and has not abandoned it.

8. For decades (and well before the filing date of Applicant's applications to register the mark GIT GATOR BIT), UAA has licensed its GATORS mark in connection with a variety of products and services. UAA's licensed products bearing the GATORS mark are sold across the United States.

9. UAA owns a federal registration for the mark GATORS (Reg. No. 1,222,098) for "entertainment services -- namely, conducting intercollegiate athletic events for others" in International Class 41 and "retail store stores, distributorship services and mail order sales services, in the field of wearing apparel and accessories, novelty items and jewelry" in International Class 42, registered on December 28, 1982, claiming a date of first use of 1955. A true and correct copy of the TARR Record for the GATORS mark (Reg. No. 1,222,098) is attached as **Exhibit 1**.

10. UAA has complied with all requirements necessary to maintain its federal registration for the GATORS mark (Reg. No. 1,222,098), which is now incontestable under 15 U.S.C. § 1065.

11. UAA owns a federal registration for the mark GATORS (Reg. No. 2,206,967) for "clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats" in International Class 25, registered on December 1, 1998, claiming a date of first use of 1955. A true and correct copy of the TARR Record for the mark GATORS (Reg. No. 2,206,967) is attached as **Exhibit 2**.

12. UAA has complied with all requirements necessary to maintain its federal registration for the mark GATORS (Reg. No. 2,206,967), which is now incontestable under 15 U.S.C. § 1065.

13. UAA owns a federal registration for the mark GATORS (stylized) (Reg. No. 2,205,439), depicted below, for “clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats” in International Class 25, registered on November 24, 1998, claiming a date of first use of 1979.



A true and correct copy of the TARR Record for the mark GATORS (stylized) (Reg. No. 2,205,439) is attached as **Exhibit 3**.

14. UAA has complied with all requirements necessary to maintain its federal registration for the mark GATORS (stylized) (Reg. No. 2,205,439), which is now incontestable under 15 U.S.C. § 1065.

15. The University’s Gator mascot draws on the University’s GATORS athletic identity. UAA owns numerous federal registrations for its Gator mascot and for various Gator designs.

16. UAA owns a federal registration for a Gator Head Design (Reg. No. 1,970,217), depicted below (the “Gator Head Design”), for “entertainment services, namely conducting intercollegiate athletic events” in International Class 41, registered on April 23, 1996, claiming a date of first use of November 1994.



A true and correct copy of the TARR Record for the Gator Head Design (Reg. No. 1,970,217) is attached as **Exhibit 4**.

17. UAA has complied with all requirements necessary to maintain its federal registration for the Gator Head Design (Reg. No. 1,970,217), which is now incontestable under 15 U.S.C. § 1065.

18. UAA owns a federal registration for the Gator Head Design (Reg. No. 1,975,079) for “wearing apparel, namely tee-shirts, hats and shorts” in International Class 25, registered on May 21, 1996, claiming a date of first use of January 1, 1995. A true and correct copy of the TARR Record for the Gator Head Design (Reg. No. 1,975,079) is attached as **Exhibit 5**.

19. UAA has complied with all requirements necessary to maintain its federal registration for the Gator Head Design (Reg. No. 1,975,079), which is now incontestable under 15 U.S.C. § 1065.

20. UAA owns a federal registration for the Gator Head Design (Reg. No. 3,352,139) for “lapel pins, watches, precious metal money clips, pendants, earrings, tie tacks, rings, bracelets, bracelet charms, precious metal key chains” in International Class 14, “notebooks, paper tablecloths, paper gift bags, temporary tattoos, gift wrap paper, calendars, memo pads, pencils, pens, greeting cards, address labels, stationery, printed party invitations, photo albums, self-stick notes, namely, adhesive notepads, tissue paper for wrapping presents” in International Class 16, “bowls, ceramic mugs, travel mugs, plastic mugs, pilsner drinking glasses, drinking stems, candy jars, glass storage jars, paper plates, plastic cups, paper cups, bottle openers, crystal decanters, drinking glasses” in International Class 21, and “paper streamers, namely, party streamers made of paper, basketballs, footballs, golf balls, divot repair tools, volleyballs, baseballs, soccer balls, basketball hoop backboards, stuffed toy animals, checker games, dart

games, playing cards, puzzles, snow globes, Christmas tree ornaments” in International Class 28, registered on December 11, 2007, claiming a date of first use of January 1, 1995. A true and correct copy of the TARR Record for the Gator Head Design (Reg. No. 3,352,139) is attached as **Exhibit 6**.

21. UAA owns a federal registration for a Gator Design (Reg. No. 1,228,944), depicted below (the “Gator Design”), for “apparel-namely, shirts, sweaters, belts and caps” in International Class 25, registered on March 1, 1983, claiming a date of first use of January 1980.



A true and correct copy of the TARR Record for the Gator Design (Reg. No. 1,228,944) is attached as **Exhibit 7**.

22. UAA has complied with all requirements necessary to maintain its federal registration for the Gator Design (Reg. No. 1,228,944), which is now incontestable under 15 U.S.C. § 1065.

23. UAA owns a federal registration for a Gator Design (Reg. No. 2,208,807), depicted below (the “Snarling Gator Design”), for “clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats” in International Class 25, registered on December 8, 1998, claiming a date of first use of 1995.



A true and correct copy of the TARR Record for the Snarling Gator Design (Reg. No. 2,208,807) is attached as **Exhibit 8**.

24. UAA has complied with all requirements necessary to maintain its federal registration for the Snarling Gator Design (Reg. No. 2,208,807), which is now incontestable under 15 U.S.C. § 1065.

25. UAA owns a federal registration for the mark FLORIDA GATORS (Reg. No. 2,349,246) for “clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats” in International Class 25 and “entertainment services, namely, arranging and conducting athletic events, tournaments and exhibitions” in International Class 41, registered on May 16, 2000, claiming a date of first use of 1977 in Class 41 and 1980 in Class 25. A true and correct copy of the TARR Record for the mark FLORIDA GATORS (Reg. No. 2,349,246) is attached as **Exhibit 9**.

26. UAA has complied with all requirements necessary to maintain its federal registration for the mark FLORIDA GATORS (Reg. No. 2,349,246), which is now incontestable under 15 U.S.C. § 1065.

27. UAA owns a federal registration for the mark FIGHTING GATORS (Reg. No. 1,225,119) for “apparel -- namely, shirts, bibs, socks and caps” in International Class 25, registered on January 25, 1983, claiming a date of first use of 1955. A true and correct copy of the TARR Record for the mark FIGHTING GATORS (Reg. No. 1,225,119) is attached as **Exhibit 10**.

28. UAA has complied with all requirements necessary to maintain its federal registration for the mark FIGHTING GATORS (Reg. No. 1,225,119), which is now incontestable under 15 U.S.C. § 1065.

29. UAA owns a federal registration for the mark GATOR VISION (Reg. No. 3,232,732) for “clothing, namely shirts” in International Class 25 and “entertainment services, namely providing sporting events over the Internet” in International Class 41, registered on April 24, 2007, claiming a date of first use of August 1998. A true and correct copy of the TARR Record for the mark GATOR VISION (Reg. No. 3,232,732) is attached as **Exhibit 11**.

30. UAA owns a federal registration for the mark GATORSDVD (Reg. No. 3,812,440) for “on-line retail stores services in the field of DVDs concerning the University of Florida” in International Class 35, claiming a date of first use of January 2006. A true and correct copy of the TARR Record for the mark GATORSDVD (Reg. No. 3,812,440) is attached as **Exhibit 12**.

31. At least as early as 1981, students, fans, and alumni of the University adopted a gesture known as the “Gator Chomp,” which refers to the University and its alligator mascot and its GATORS athletic identity. The Gator Chomp involves moving one’s arms up and down to simulate the “chomping” or “biting” of an alligator’s mouth, as depicted below.



The Gator Chomp has become such a well known reference to the University that even First Lady Michelle Obama and Former President George W. Bush have done it, as depicted on the top of the next page.



32. At the University's athletic games, Mr. Two Bits, a famous football fan and cheerleader for the University, leads the crowd in the following cheer:

*Two Bits!
Four Bits!
Six Bits!
A Dollar!
All for the Gators stand up and holler!*

33. The University also offers a weekly television and radio segment called "GATOR BITES," which provides a recap of the University's athletic games and events from the past week. The GATOR BITES program is aired on *Sun Sports* (owned by *Fox*) twice on Wednesdays and re-aired throughout the week at various days and times.

34. Moreover, the University frequently uses the words "chomp," "bite" and "bit" to refer to the University, its educational programs and athletic teams' successes. For example:

- "Lady Gators Chomp Seminoles, 106-89." GatorZone.com, February 11, 1999, located at <http://www.gatorzone.com/story.php?id=366>.
- "Gators Ready to Take a Bite Out of Bulldogs in Moot Court." UF College of Law, October 23, 2006, located at <http://www.law.ufl.edu/news/publications/flalaw/pdf/flalaw-061023.pdf>.
- "Our guests enjoyed watching the Gators take a bite out of the Florida Atlantic University Owls." UF College of Dentistry News, September 9, 2011, located at <http://www.dental.ufl.edu/Offices/News/default.php?newsid=340>.

35. UAA's trademarks referenced in paragraphs 6-34 are collectively referred to as "UAA's GATOR Marks."

36. As a result of UAA's longstanding and extensive use, UAA's GATOR Marks are symbolic of the extensive goodwill and consumer recognition established by the University. UAA's GATOR Marks have attained a high degree of recognition and distinctiveness throughout the United States in connection with educational services, entertainment services, athletic events, and other goods and services commonly associated with a university as an educational institution and its athletic department. By virtue of the University's expenditure of substantial amounts of time, effort, and money in advertising and promoting its goods and services, UAA's GATOR Marks have come to identify the University's athletics and other services. Purchasers and prospective purchasers, as well as other members of the public, are familiar with and identify UAA's GATOR Marks and understand and expect that a wide variety of goods and services offered under UAA's GATOR Marks are affiliated with, sponsored, or licensed by the University. Indeed, UAA's GATOR Marks have become well-known for the University's goods and services.

37. UAA will be damaged by the registration of Applicant's Mark GIT GATOR BIT because the mark and its associated goods and services so resemble UAA's GATOR Marks and the associated goods and services as to be likely to cause confusion, mistake, and deception. Indeed, Applicant's Mark incorporates UAA's GATOR mark on identical goods and services. The fact that Applicant's Mark is intended to be used on "athletic" apparel and in connection with "athletic" programs and activities exacerbates the likelihood of confusion. Moreover, on information and belief, Applicant adopted Applicant's Mark GIT GATOR BIT to refer to the University.

38. Persons familiar with UAA's GATOR Marks are likely to believe erroneously that Applicant's goods and services are offered by the University, or are authorized, licensed, endorsed, or sponsored by the University, and registration of Applicant's Mark GIT GATOR BIT on the Principal Register will be inconsistent with UAA's rights in UAA's GATOR Marks.

39. Applicant's Mark also falsely suggests a connection with the University in violation of Section 2(a) of the Lanham Act, 15 U.S.C. § 1052(a).

41. The filing fee in the amount of \$600.00 is enclosed. The Commissioner is authorized to debit the deposit account of Kilpatrick Townsend & Stockton LLP (deposit account no. 11-0860) for any deficiency in the required fee.

WHEREFORE, Opposer requests that Application Serial Nos. 85/275,931 and 85/277,518 be refused registration and this Consolidated Notice of Opposition be sustained in its favor.

Respectfully submitted,

/Rosaleen H. Chou/

R. Charles Henn Jr.

Alicia Grahm Jones

Rosaleen H. Chou

Harris Henderson

KILPATRICK STOCKTON LLP

1100 Peachtree Street

Suite 2800

Atlanta, Georgia 30309-4530

(404) 815-6500

Attorneys for Opposer

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing CONSOLIDATED NOTICE OF OPPOSITION was served on Applicant on February 6, 2012 via first class mail to:

Lawrence J. Navarro
Suite 377 8362 Pines Blvd
Pembroke Pines, FL 33024

/Rosaleen H. Chou/
Counsel for Opposer

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing CONSOLIDATED NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, February 6, 2011.

/Rosaleen H. Chou/
Counsel for Opposer

EXHIBIT 1

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-02-06 14:49:56 ET

Serial Number: 73273111 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1222098

Mark (words only): GATORS

Standard Character claim: No

Current Status: [The registration has been renewed](#).

Date of Status: 2003-03-19

Filing Date: 1980-08-06

Transformed into a National Application: No

Registration Date: 1982-12-28

Register: [Principal](#)

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 40S -Scanning On Demand

Date In Location: 2008-04-23

LAST APPLICANT(S)/ OWNER(S) OF RECORD

1. [University Athletic Association, Inc.](#)

Address:

[University Athletic Association, Inc.](#)
[Ben Hill Griffith Stadium North-South Drive](#)
[Gainesville, FL 32611](#)
[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Florida](#)

GOODS AND/ OR SERVICES

International Class: [041](#)

Class Status: [Active](#)

[Entertainment Services-Namely, Conducting Intercollegiate Athletic Events for Others](#)

Basis: [1\(a\)](#)

First Use Date: [1955-00-00](#)

First Use in Commerce Date: [1955-00-00](#)

International Class: [042](#)

Class Status: [Active](#)

[Retail Store Stores, Distributorship Services and Mail Order Sales Services, in the Field of Wearing Apparel and Accessories, Novelty Items and Jewelry](#)

Basis: [1\(a\)](#)

First Use Date: [1955-00-00](#)

First Use in Commerce Date: [1955-00-00](#)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

[2008-04-23 - Case File In TIGRS](#)

[2003-03-19 - First renewal 10 year](#)

[2003-03-19 - Section 8 \(10-year\) accepted/ Section 9 granted](#)

[2002-12-27 - Combined Section 8 \(10-year\)/Section 9 filed](#)

2002-12-27 - PAPER RECEIVED

1988-09-24 - Section 8 (6-year) accepted & Section 15 acknowledged

1988-04-11 - Section 8 (6-year) and Section 15 Filed

1982-12-28 - Registered - Principal Register

1982-10-05 - Published for opposition

1982-08-24 - Notice of publication

1982-08-24 - Approved for Pub - Principal Register (Initial exam)

1981-03-19 - Non-final action mailed

ATTORNEY/ CORRESPONDENT INFORMATION

Correspondent

UNIVERSITY ATHLETIC ASSOCIATION, INC.
BEN HILL GRIFFITH STADIUM NORTH-SOUTH DR
GAINSVILLE, FL 32611

EXHIBIT 2

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-02-06 14:50:22 ET

Serial Number: 75353993 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2206967

Mark (words only): GATORS

Standard Character claim: No

Current Status: The registration has been renewed.

Date of Status: 2008-11-26

Filing Date: 1997-09-09

Transformed into a National Application: No

Registration Date: 1998-12-01

Register: Principal

Law Office Assigned: LAW OFFICE 109

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: L50 -TMEG Law Office 105

Date In Location: 2010-07-02

LAST APPLICANT(S)/ OWNER(S) OF RECORD

1. [University Athletic Association, Inc.](#)

Address:

[University Athletic Association, Inc.](#)
[P.O. Box 14855](#)
[Gainesville, FL 326042485](#)
[United States](#)

Legal Entity Type: [NOT-FOR-PROFIT CORPORATION](#)

State or Country Where Organized: [Florida](#)

GOODS AND/ OR SERVICES

International Class: [025](#)

Class Status: [Active](#)

[clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats](#)

Basis: [1\(a\)](#)

First Use Date: [1955-00-00](#)

First Use in Commerce Date: [1955-00-00](#)

ADDITIONAL INFORMATION

Prior Registration Number(s):

[1222098](#)

[1225119](#)

[1791016](#)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

[2010-06-30 - Case File In TIGRS](#)

[2008-11-26 - First renewal 10 year](#)

[2008-11-26 - Section 8 \(10-year\) accepted/ Section 9 granted](#)

[2008-11-19 - Assigned To Paralegal](#)

[2008-11-11 - TEAS Section 8 & 9 Received](#)

[2004-10-16 - Section 8 \(6-year\) accepted & Section 15 acknowledged](#)

2004-09-03 - Section 8 (6-year) and Section 15 Filed

2004-09-03 - TEAS Section 8 & 15 Received

1998-12-01 - Registered - Principal Register

1998-09-08 - Published for opposition

1998-08-07 - Notice of publication

1998-06-08 - Approved for Pub - Principal Register (Initial exam)

1998-05-26 - Assigned To Examiner

ATTORNEY/ CORRESPONDENT INFORMATION

Correspondent

JEREMY FOLEY

UNIVERSITY ATHLETIC ASSOCIATION, INC.

P.O. BOX 14855

GAINESVILLE FL 32604-2485

EXHIBIT 3

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-02-06 14:50:46 ET

Serial Number: 75353943 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2205439

Mark



(words only): [GATORS](#)

Standard Character claim: [No](#)

Current Status: [The registration has been renewed.](#)

Date of Status: [2009-02-06](#)

Filing Date: [1997-09-09](#)

Transformed into a National Application: [No](#)

Registration Date: [1998-11-24](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 109](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: [L30 -TMEG Law Office 103](#)

Date In Location: [2010-07-23](#)

LAST APPLICANT(S)/ OWNER(S) OF RECORD

1. [University Athletic Association, Inc.](#)

Address:

[University Athletic Association, Inc.](#)
[P.O. Box 14485](#)
[Gainesville, FL 326042485](#)
[United States](#)

Legal Entity Type: [NOT-FOR-PROFIT CORPORATION](#)

State or Country Where Organized: [Florida](#)

GOODS AND/ OR SERVICES

International Class: [025](#)

Class Status: [Active](#)

[clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats](#)

Basis: [1\(a\)](#)

First Use Date: [1979-00-00](#)

First Use in Commerce Date: [1979-00-00](#)

International Class: [041](#)

Class Status: [Section 8 - Cancelled](#)

Basis: [1\(a\)](#)

First Use Date: [1981-00-00](#)

First Use in Commerce Date: [1981-00-00](#)

ADDITIONAL INFORMATION

Prior Registration Number(s):

[1222098](#)

[1225119](#)

[1791016](#)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-06-25 - Case File In TIGRS

2009-02-06 - First renewal 10 year

2009-02-06 - Section 9 granted/check record for Section 8

2009-02-06 - Partial Section 8 (10-Year) accepted/checked record for section

2009-02-04 - Post Registration action correction

2009-01-30 - Assigned To Paralegal

2009-01-26 - Combined Section 8 (10-year)/Section 9 filed

2009-01-26 - TEAS Section 8 & 9 Received

2004-10-16 - Section 8 (6-year) accepted & Section 15 acknowledged

2004-09-03 - Section 8 (6-year) and Section 15 Filed

2004-09-03 - TEAS Section 8 & 15 Received

1998-11-24 - Registered - Principal Register

1998-09-01 - Published for opposition

1998-07-31 - Notice of publication

1998-06-08 - Approved for Pub - Principal Register (Initial exam)

1998-05-26 - Assigned To Examiner

ATTORNEY/ CORRESPONDENT INFORMATION

Correspondent

JEREMY FOLEY
UNIVERSITY ATHLETIC ASSOCIATION, INC.
P. O. BOX 14485
GAINESVILLE FL 32604-2485

EXHIBIT 4

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-02-06 14:51:04 ET

Serial Number: 74703704 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1970217

Mark



Standard Character claim: No

Current Status: [The registration has been renewed.](#)

Date of Status: [2006-05-16](#)

Filing Date: [1995-07-20](#)

Transformed into a National Application: No

Registration Date: [1996-04-23](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 109](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: [40S -Scanning On Demand](#)

Date In Location: [2006-08-15](#)

LAST APPLICANT(S)/ OWNER(S) OF RECORD

1. UNIVERSITY ATHLETIC ASSOCIATION, INC.

Address:

UNIVERSITY ATHLETIC ASSOCIATION, INC.
BEN HILL GRIFFITH STADIUM NORTH-SOUTH DRIVE
GAINESVILLE, FL 32611
United States

Legal Entity Type: NONPROFIT CORPORATION

State or Country Where Organized: Florida

GOODS AND/ OR SERVICES

International Class: 041

Class Status: Active

entertainment services, namely conducting intercollegiate athletic events

Basis: 1(a)

First Use Date: 1994-11-00

First Use in Commerce Date: 1994-11-00

ADDITIONAL INFORMATION

Description of Mark: The mark sought to be registered comprises the mark DESIGN OF ALLIGATOR consisting of a fanciful depiction of an alligator head with an aggressive appearance protruding from an encircling oblong.

Design Search Code(s):

03.21.05 - Alligators; Crocodiles

03.21.24 - Stylized reptiles, frogs and snails

26.03.17 - Concentric ovals; Concentric ovals and ovals within ovals; Ovals within ovals; Ovals, concentric

26.03.21 - Ovals that are completely or partially shaded

Prior Registration Number(s):

1222098

1228944

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-01-09 - Notice Of Design Search Code Mailed

2006-08-15 - Case File In TIGRS

2006-05-16 - First renewal 10 year

2006-05-16 - Section 8 (10-year) accepted/ Section 9 granted

2006-05-03 - Assigned To Paralegal

2006-01-23 - Combined Section 8 (10-year)/Section 9 filed

2006-01-23 - TEAS Section 8 & 9 Received

2001-08-10 - Section 8 (6-year) accepted & Section 15 acknowledged

2001-06-20 - Section 8 (6-year) and Section 15 Filed

1996-04-23 - Registered - Principal Register

1996-01-30 - Published for opposition

1995-12-29 - Notice of publication

1995-11-27 - Approved for Pub - Principal Register (Initial exam)

1995-11-22 - Assigned To Examiner

ATTORNEY/ CORRESPONDENT INFORMATION

Correspondent

JEREMY FOLEY
UNIVERSITY ATHLETIC ASSOCIATION
BEN HILL GRIFFITH STADIUM
NORTH-SOUTH DRIVE
GAINESVILLE FL 32611

EXHIBIT 5

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-02-06 14:51:24 ET

Serial Number: 74703705 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1975079

Mark



Standard Character claim: No

Current Status: [The registration has been renewed.](#)

Date of Status: [2006-05-16](#)

Filing Date: [1995-07-20](#)

Transformed into a National Application: No

Registration Date: [1996-05-21](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 109](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: [40S -Scanning On Demand](#)

Date In Location: [2007-06-11](#)

LAST APPLICANT(S)/ OWNER(S) OF RECORD

1. UNIVERSITY ATHLETIC ASSOCIATION, INC.

Address:

UNIVERSITY ATHLETIC ASSOCIATION, INC.
BEN HILL GRIFFIN STADIUM NORTH-SOUTH DRIVE
GAINESVILLE, FL 32611
United States

Legal Entity Type: NONPROFIT CORPORATION

State or Country Where Organized: Florida

GOODS AND/ OR SERVICES

International Class: 025

Class Status: Active

wearing apparel, namely tee-shirts, hats and shorts

Basis: 1(a)

First Use Date: 1995-01-01

First Use in Commerce Date: 1995-01-01

ADDITIONAL INFORMATION

Description of Mark: The mark sought to be registered comprises the mark DESIGN OF ALLIGATOR consisting of a fanciful depiction of an alligator head with an aggressive appearance protruding from an encircling oblong.

Design Search Code(s):

03.21.05 - Alligators; Crocodiles

03.21.24 - Stylized reptiles, frogs and snails

26.03.17 - Concentric ovals; Concentric ovals and ovals within ovals; Ovals within ovals; Ovals, concentric

26.03.21 - Ovals that are completely or partially shaded

Prior Registration Number(s):

1222098

1228944

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-01-09 - Notice Of Design Search Code Mailed

2007-06-11 - Case File In TIGRS

2006-05-16 - First renewal 10 year

2006-05-16 - Section 8 (10-year) accepted/ Section 9 granted

2006-05-03 - Assigned To Paralegal

2006-01-23 - Combined Section 8 (10-year)/Section 9 filed

2006-01-23 - TEAS Section 8 & 9 Received

2001-08-10 - Section 8 (6-year) accepted & Section 15 acknowledged

2001-06-20 - Section 8 (6-year) and Section 15 Filed

1996-05-21 - Registered - Principal Register

1996-02-27 - Published for opposition

1996-01-26 - Notice of publication

1995-11-27 - Approved for Pub - Principal Register (Initial exam)

ATTORNEY/ CORRESPONDENT INFORMATION

Correspondent

JEREMY FOLEY
UNIVERSITY ATHLETIC ASSOCIATION
BEN HILL GRIFFIN STADIUM
NORTH-SOUTH DRIVE
GAINESVILLE FL 32611

EXHIBIT 6

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-02-06 14:51:37 ET

Serial Number: 78822582 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3352139

Mark



Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2007-12-11

Filing Date: 2006-02-24

Transformed into a National Application: No

Registration Date: 2007-12-11

Register: Principal

Law Office Assigned: LAW OFFICE 109

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2007-12-11

LAST APPLICANT(S)/ OWNER(S) OF RECORD

1. [University Athletic Association, Inc.](#)

Address:

[University Athletic Association, Inc.](#)

[P.O. Box 14485](#)

[Gainesville, FL 326042485](#)

[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Florida](#)

GOODS AND/ OR SERVICES

International Class: [014](#)

Class Status: [Active](#)

[lapel pins, watches, precious metal money clips, pendants, earrings, tie tacks, rings, bracelets, bracelet charms, precious metal key chains](#)

Basis: [1\(a\)](#)

First Use Date: [1995-01-01](#)

First Use in Commerce Date: [1995-01-01](#)

International Class: [016](#)

Class Status: [Active](#)

[notebooks, paper tablecloths, paper gift bags, temporary tattoos, gift wrap paper, calendars, memo pads, pencils, pens, greeting cards, address labels, stationery, printed party invitations, photo albums, self-stick notes, namely, adhesive notepads, tissue paper for wrapping presents](#)

Basis: [1\(a\)](#)

First Use Date: [1995-01-01](#)

First Use in Commerce Date: [1995-01-01](#)

International Class: [021](#)

Class Status: [Active](#)

[bowls, ceramic mugs, travel mugs, plastic mugs, pilsner drinking glasses, drinking stems, candy jars, glass storage jars, paper plates, plastic cups, paper cups, bottle openers, crystal decanters, drinking glasses](#)

Basis: [1\(a\)](#)

First Use Date: [1995-01-01](#)

First Use in Commerce Date: [1995-01-01](#)

International Class: [028](#)

Class Status: [Active](#)

paper streamers, namely, party streamers made of paper, basketballs, footballs, golf balls, divot repair tools, volleyballs, baseballs, soccer balls, basketball hoop backboards, stuffed toy animals, checker games, dart games, playing cards, puzzles, snow globes, Christmas tree ornaments

Basis: 1(a)

First Use Date: 1995-01-01

First Use in Commerce Date: 1995-01-01

ADDITIONAL INFORMATION

Section 2(f)

Design Search Code(s):

03.21.05 - Alligators; Crocodiles

03.21.24 - Stylized reptiles, frogs and snails

26.03.07 - Ovals with a decorative border, including scalloped, ruffled and zig-zag edges

26.03.17 - Concentric ovals; Concentric ovals and ovals within ovals; Ovals within ovals; Ovals, concentric

26.03.21 - Ovals that are completely or partially shaded

Prior Registration Number(s):

1970217

1975079

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2007-12-11 - Registered - Principal Register

2007-09-25 - Published for opposition

2007-09-05 - Notice of publication

2007-08-17 - Law Office Publication Review Completed

2007-08-17 - Approved for Pub - Principal Register (Initial exam)

2007-08-16 - Teas/Email Correspondence Entered

2007-08-16 - Communication received from applicant

2007-08-15 - TEAS Response to Office Action Received

2007-02-26 - Non-final action mailed

2007-02-26 - Non-Final Action Written

2007-01-25 - Amendment From Applicant Entered

2007-01-25 - Communication received from applicant

2007-01-25 - Assigned To LIE

2006-12-26 - PAPER RECEIVED

2006-06-26 - Non-final action mailed

2006-06-24 - Non-Final Action Written

2006-06-24 - Assigned To Examiner

2006-03-03 - Notice Of Design Search Code Mailed

2006-03-02 - New Application Entered In Tram

ATTORNEY/ CORRESPONDENT INFORMATION

Attorney of Record

William H. Brewster

Correspondent

WILLIAM H. BREWSTER
KILPATRICK STOCKTON LLP
1100 PEACHTREE ST NE STE 2800
ATLANTA, GA 30309-4530
Phone Number: (404) 815-6500
Fax Number: (404) 815-6555

EXHIBIT 7

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-02-06 14:51:56 ET

Serial Number: 73269856 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1228944

Mark



(words only): F

Standard Character claim: No

Current Status: [The registration has been renewed.](#)

Date of Status: 2003-05-16

Filing Date: 1980-07-11

Transformed into a National Application: No

Registration Date: 1983-03-01

Register: [Principal](#)

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: [40S -Scanning On Demand](#)

Date In Location: 2008-04-11

LAST APPLICANT(S)/ OWNER(S) OF RECORD

1. [University Athletic Association, Inc.](#)

Address:

[University Athletic Association, Inc.](#)
[P.O. Box 14485](#)
[Gainesville, FL 32604](#)
[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Florida](#)

GOODS AND/ OR SERVICES

International Class: [025](#)

Class Status: [Active](#)

[Apparel-Namely, Shirts, Sweaters, Belts and Caps](#)

Basis: [1\(a\)](#)

First Use Date: [1980-01-00](#)

First Use in Commerce Date: [1980-01-00](#)

ADDITIONAL INFORMATION

Design Search Code(s):

[03.21.05](#) - [Alligators; Crocodiles](#)

[03.21.26](#) - [Costumed reptiles, frogs and snails and those with human attributes](#)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

[2008-04-11](#) - [Case File In TIGRS](#)

[2003-05-16](#) - [First renewal 10 year](#)

2003-05-16 - Section 8 (10-year) accepted/ Section 9 granted

2003-03-03 - Combined Section 8 (10-year)/Section 9 filed

2003-03-03 - Combined Section 8 (10-year)/Section 9 filed

2003-03-03 - PAPER RECEIVED

1988-10-15 - Section 8 (6-year) accepted & Section 15 acknowledged

1988-06-03 - Section 8 (6-year) and Section 15 Filed

1983-03-01 - Registered - Principal Register

1982-07-20 - Published for opposition

1982-06-08 - Notice of publication

1982-05-20 - Approved for Pub - Principal Register (Initial exam)

1981-09-14 - Non-final action mailed

1981-06-17 - Assigned To Examiner

ATTORNEY/ CORRESPONDENT INFORMATION

Attorney of Record

ROBERT DUCKWORTH

Correspondent

DUCKWORTH, ALLEN, DYER & DOPPELT

ONE SOUTH ORANGE AVENUE

SUITE 600

P.O. BOX 3791

ORLANDO, FLORIDA 32802

Domestic Representative

DUCKWORTH, ALLEN, DYER & DOPPELT

EXHIBIT 8

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-02-06 14:52:09 ET

Serial Number: 75368273 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2208807

Mark



(words only): F

Standard Character claim: No

Current Status: [The registration has been renewed.](#)

Date of Status: 2008-11-26

Filing Date: 1997-10-06

Transformed into a National Application: No

Registration Date: 1998-12-08

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 109](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: [L50 -TMEG Law Office 105](#)

Date In Location: 2010-07-15

LAST APPLICANT(S)/ OWNER(S) OF RECORD

1. [University Athletic Association, Inc.](#)

Address:

[University Athletic Association, Inc.](#)
[P.O. Box 144855](#)
[Gainesville, FL 326042485](#)
[United States](#)

Legal Entity Type: [NOT-FOR-PROFIT CORPORATION](#)

State or Country Where Organized: [Florida](#)

GOODS AND/ OR SERVICES

International Class: [025](#)

Class Status: [Active](#)

[clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats](#)

Basis: [1\(a\)](#)

First Use Date: [1995-00-00](#)

First Use in Commerce Date: [1995-00-00](#)

ADDITIONAL INFORMATION

Design Search Code(s):

[03.21.05](#) - [Alligators; Crocodiles](#)

[03.21.26](#) - [Costumed reptiles, frogs and snails and those with human attributes](#)

Prior Registration Number(s):

[1228944](#)

[1970217](#)

[1975079](#)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-07-14 - Case File In TICRS

2008-11-26 - First renewal 10 year

2008-11-26 - Section 8 (10-year) accepted/ Section 9 granted

2008-11-19 - Assigned To Paralegal

2008-11-11 - TEAS Section 8 & 9 Received

2004-10-16 - Section 8 (6-year) accepted & Section 15 acknowledged

2004-09-03 - Section 8 (6-year) and Section 15 Filed

2004-09-03 - TEAS Section 8 & 15 Received

1998-12-08 - Registered - Principal Register

1998-09-15 - Published for opposition

1998-08-14 - Notice of publication

1998-06-30 - Approved for Pub - Principal Register (Initial exam)

1998-06-25 - Examiner's amendment mailed

1998-06-19 - Assigned To Examiner

ATTORNEY/ CORRESPONDENT INFORMATION

Correspondent

JEREMY FOLEY
UNIVERSITY ATHLETIC ASSOCIATION, INC.
P. O. BOX 144855
GAINESVILLE FL 32604-2485

EXHIBIT 9

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-02-06 14:52:27 ET

Serial Number: 75354125 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2349246

Mark (words only): FLORIDA GATORS

Standard Character claim: No

Current Status: The registration has been renewed.

Date of Status: 2010-03-31

Filing Date: 1997-09-09

Transformed into a National Application: No

Registration Date: 2000-05-16

Register: Principal

Law Office Assigned: LAW OFFICE 109

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: (NOT AVAILABLE)

Date In Location: 2010-03-31

LAST APPLICANT(S)/ OWNER(S) OF RECORD

1. [University Athletic Association, Inc.](#)

Address:

[University Athletic Association, Inc.](#)
[P.O. Box 14485](#)
[Gainesville, FL 326042485](#)
[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Florida](#)

GOODS AND/ OR SERVICES

International Class: [025](#)

Class Status: [Active](#)

[clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats](#)

Basis: [1\(a\)](#)

First Use Date: [1980-00-00](#)

First Use in Commerce Date: [1980-00-00](#)

International Class: [041](#)

Class Status: [Active](#)

[entertainment services, namely, arranging and conducting athletic events, tournaments and exhibitions](#)

Basis: [1\(a\)](#)

First Use Date: [1977-00-00](#)

First Use in Commerce Date: [1977-00-00](#)

ADDITIONAL INFORMATION

Section 2(f), in part, [as to "FLORIDA"](#)

Prior Registration Number(s):

[1222098](#)

[1225119](#)

[1791016](#)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

[2010-03-31 - First renewal 10 year](#)

[2010-03-31 - Section 8 \(10-year\) accepted/ Section 9 granted](#)

2010-03-15 - Case Assigned To Post Registration Paralegal

2010-03-12 - TEAS Section 8 & 9 Received

2007-07-05 - Case File In TIGRS

2006-04-25 - Section 8 (6-year) accepted & Section 15 acknowledged

2006-04-12 - Assigned To Paralegal

2006-01-23 - Section 8 (6-year) and Section 15 Filed

2006-01-23 - TEAS Section 8 & 15 Received

2000-05-16 - Registered - Principal Register

2000-02-22 - Published for opposition

2000-01-21 - Notice of publication

1999-10-12 - Approved for Pub - Principal Register (Initial exam)

1999-09-13 - Communication received from applicant

1999-03-12 - Non-final action mailed

1998-12-14 - Communication received from applicant

1998-06-12 - Non-final action mailed

1998-06-08 - Assigned To Examiner

1998-05-27 - Assigned To Examiner

ATTORNEY/ CORRESPONDENT INFORMATION

Correspondent

JEREMY FOLEY
UNIVERSITY ATHLETIC ASSOCIATION, INC.
P.O. BOX 14485
GAINESVILLE, FL 32604-2485

EXHIBIT 10

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-02-06 14:54:00 ET

Serial Number: 73269858 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1225119

Mark (words only): FIGHTING GATORS

Standard Character claim: No

Current Status: [The registration has been renewed](#).

Date of Status: 2003-03-26

Filing Date: 1980-07-11

Transformed into a National Application: No

Registration Date: 1983-01-25

Register: [Principal](#)

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 40S -Scanning On Demand

Date In Location: 2008-04-18

LAST APPLICANT(S)/ OWNER(S) OF RECORD

1. [University Athletic Association, Inc.](#)

Address:

[University Athletic Association, Inc.](#)
[P.O. Box 14485](#)
[Gainesville, FL 32604](#)
[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Florida](#)

GOODS AND/ OR SERVICES

International Class: [025](#)

Class Status: [Active](#)

[Apparel-Namely, Shirts, Bibs, Socks and Caps](#)

Basis: [1\(a\)](#)

First Use Date: [1955-00-00](#)

First Use in Commerce Date: [1955-00-00](#)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

[2008-04-18 - Case File In TIGRS](#)

[2003-03-26 - First renewal 10 year](#)

[2003-03-26 - Section 8 \(10-year\) accepted/ Section 9 granted](#)

[2003-01-17 - Combined Section 8 \(10-year\)/Section 9 filed](#)

[2003-01-17 - PAPER RECEIVED](#)

[1988-08-30 - Section 8 \(6-year\) accepted & Section 15 acknowledged](#)

[1988-04-11 - Section 8 \(6-year\) and Section 15 Filed](#)

[1983-01-25 - Registered - Principal Register](#)

[1982-11-02 - Published for opposition](#)

1982-09-21 - Notice of publication

1982-09-16 - Approved for Pub - Principal Register (Initial exam)

1981-09-14 - Non-final action mailed

1981-06-17 - Assigned To Examiner

ATTORNEY/ CORRESPONDENT INFORMATION

Correspondent

UNIVERSITY ATHLETIC ASSOCIATION INC.

P. O. BOX 14485

GAINESVILLE FL 32604

EXHIBIT 11

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-02-06 14:54:25 ET

Serial Number: [78763863 Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: [3232732](#)

Mark

GATOR VISION

(words only): [GATOR VISION](#)

Standard Character claim: [Yes](#)

Current Status: [Registered](#). The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: [2007-04-24](#)

Filing Date: [2005-11-30](#)

Transformed into a National Application: [No](#)

Registration Date: [2007-04-24](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 110](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: [650 -Publication And Issue Section](#)

Date In Location: [2007-04-24](#)

LAST APPLICANT(S)/ OWNER(S) OF RECORD

1. [UNIVERSITY ATHLETIC ASSOCIATION INC](#)

Address:

[UNIVERSITY ATHLETIC ASSOCIATION INC](#)

[P.O. Box 14485](#)

[Gainesville, FL 326042485](#)

[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Florida](#)

GOODS AND/ OR SERVICES

International Class: [025](#)

Class Status: [Active](#)

[Clothing, namely, shirts](#)

Basis: [1\(a\)](#)

First Use Date: [1998-08-00](#)

First Use in Commerce Date: [1998-08-00](#)

International Class: [041](#)

Class Status: [Active](#)

[entertainment services, namely providing sporting events over the internet](#)

Basis: [1\(a\)](#)

First Use Date: [1998-08-00](#)

First Use in Commerce Date: [1998-08-00](#)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2007-04-24 - Registered - Principal Register

2007-02-06 - Published for opposition

2007-01-17 - Notice of publication

2006-12-13 - Law Office Publication Review Completed

2006-12-12 - Assigned To LIE

2006-11-27 - Approved for Pub - Principal Register (Initial exam)

2006-11-27 - Examiner's amendment mailed

2006-11-27 - Examiner's Amendment Entered

2006-11-27 - Examiners Amendment -Written

2006-06-05 - Non-final action mailed

2006-06-02 - Non-Final Action Written

2006-06-02 - Assigned To Examiner

2006-02-08 - Applicant amendment prior to exam entered

2006-02-08 - TEAS Voluntary Amendment Received

2005-12-07 - New Application Entered In Tram

ATTORNEY/ CORRESPONDENT INFORMATION

Attorney of Record

William H. Brewster

Correspondent

WILLIAM H. BREWSTER
KILPATRICK STOCKTON LLP
1100 PEACHTREE ST NE STE 2800
ATLANTA, GA 30309-4530
Phone Number: (404) 815-6500
Fax Number: (404) 815-6555

EXHIBIT 12

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-02-06 14:54:38 ET

Serial Number: 77136660 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3812440

Mark

GATORSDVD

(words only): [GATORSDVD](#)

Standard Character claim: [Yes](#)

Current Status: [Registered](#). The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: [2010-07-06](#)

Filing Date: [2007-03-21](#)

Transformed into a National Application: [No](#)

Registration Date: [2010-07-06](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 103](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: [650 -Publication And Issue Section](#)

Date In Location: [2010-07-06](#)

LAST APPLICANT(S)/ OWNER(S) OF RECORD

1. [University Athletic Association, Inc.](#)

Address:

[University Athletic Association, Inc.](#)

[P.O. Box 14485](#)

[Jacksonville, FL 326042485](#)

[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Florida](#)

GOODS AND/ OR SERVICES

International Class: [035](#)

Class Status: [Active](#)

[On-line retail stores services in the field of DVDs concerning the University of Florida](#)

Basis: [1\(a\)](#)

First Use Date: [2006-01-00](#)

First Use in Commerce Date: [2006-01-00](#)

ADDITIONAL INFORMATION

Prior Registration Number(s):

[2205439](#)

[2206967](#)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

[2010-07-06 - Registered - Principal Register](#)

2010-04-20 - Published for opposition

2010-03-31 - Notice of publication

2010-03-17 - Law Office Publication Review Completed

2010-03-17 - Approved for Pub - Principal Register (Initial exam)

2009-10-22 - Report Completed Suspension Check Case Still Suspended

2009-04-22 - Letter of suspension mailed

2009-04-21 - Suspension Letter Written

2009-03-26 - Amendment From Applicant Entered

2009-03-26 - Communication received from applicant

2009-03-26 - Assigned To LIE

2009-03-25 - PAPER RECEIVED

2008-09-24 - Non-final action mailed

2008-09-23 - Non-Final Action Written

2008-08-28 - Teas/Email Correspondence Entered

2008-08-28 - Communication received from applicant

2008-08-28 - TEAS Response to Office Action Received

2008-02-29 - Non-final action mailed

2008-02-28 - Non-Final Action Written

2008-01-02 - Teas/Email Correspondence Entered

2008-01-02 - Communication received from applicant

2008-01-02 - TEAS Response to Office Action Received

2007-07-02 - Non-final action mailed

2007-06-29 - Non-Final Action Written

2007-06-28 - Assigned To Examiner

2007-03-27 - Notice Of Pseudo Mark Mailed

2007-03-26 - New Application Entered In Tram

ATTORNEY/ CORRESPONDENT INFORMATION

Attorney of Record

William H. Brewster

Correspondent

WILLIAM H. BREWSTER

KILPATRICK STOCKTON LLP

1100 PEACHTREE ST NE STE 2800

ATLANTA, GA 30309-4530
